Whole Earth Review / Point Foundation - Product Review

CONTENT

- What does Whole Earth Review cover?
  - Cover stories
  - Articles
  - Reviews
- How is individual issue content determined?
- What relationship does the historical content have to the present?
- What about advertising? None, classified, or display?

APPEARANCE

- What works and what doesn't from a communications view?
- Is the graphic quality as you'd like it?

EDITING & COMMUNICATING WITH YOUR READER

- Who is your reader?
- What helps you communicate effectively with your reader?
- What topics and formats get the best response?

OVERALL PRODUCT STRATEGY

- What is the correct product mix and interrelation between products?
  - Whole Earth Review
  - Books
  - Conferences
  - The Well

COMPETITIVE ASSESSMENT

- Please review the Ute Reader "Alternative Press Awards" list. Who's the competition?
- WER's position
- Strengths and weaknesses vs. competition

PRODUCTION SCHEDULE AND METHODS

- Why do you publish four times a year?
- Are your production methods streamlined or cumbersome?

QUALITY STANDARDS

- What are your product goals and dreams?
- Does the current product measure up?